

CALIFORNIA CHILDREN AND FAMILIES COMMISSION  
JULY 20, 2000 MEETING  
SAN FRANCISCO, CA

HIGHLIGHTS

The State Commission approved the June 15, 2000 meeting minutes.

Objectives and Priorities

The 2000-2001 Fiscal Year Objectives and Priorities draft dated July 7, 2000 was unanimously adopted by the CCFC. The plan highlights the areas that the Commissioners expect to make priority in the upcoming round of funding for 2000-01. Those priorities include:

Develop a public education campaign, including regional strategies for rural counties and hard-to-reach populations, in order to raise awareness of quality child development (including parenting and literacy), maternal and child health, the importance of school readiness, and the devastating effects of tobacco use on children, prenatal to five years of age.

Support development and dissemination of program standards and inclusive training curricula in numerous areas, including integrated outreach and service delivery, and for children with special needs; linked health care and child care; parent education and involvement, including family literacy; career development for child care providers (including unlicensed providers); and health practitioners to refer pregnant women to smoking cessation programs.

Provide funding for demonstration programs that foster linkages among community resources with the intention of increasing families' access to information, counseling and services, including at least one program which will target agricultural mobile populations in the central valley and one program which will serve Northern California rural counties on a regional basis.

Offer matching funds to County Commissions for efforts to link and reward training and compensation for child care providers.

Support the establishment of a statewide immunization registry to increase the percentage of children who are fully immunized.

Develop a comprehensive set of data collection tools and indicators for County Commissions to use in gauging progress toward outcomes.

Support development and dissemination of information on research based best and promising practices and strategies designed to address the objectives of Proposition 10.

The CCFC intends to procure these various projects through a competitive process beginning in late summer. Notices of our Requests for Proposals (RFPs) will be advertised on our web page and sent to interested parties currently on our mailing lists as the RFPs are developed.

Commissioner's directed the CCFC to add a tenth guiding principle, highlighting commitment to partnerships. The final 2000-2001 Fiscal Year Objectives and Priorities document is available on the CCFC website.

Media Contract Extension

The State Commission approved a \$7 million, six-month extension of the Asher & Partners media contract. This funding will maintain a CCFC presence through paid media while the staff issues an RFP and selects a contractor for a long-term media contract.

#### Minimum Level of Funding for County Commissions

##### \$200,000 Base Funding for County Commissions

The Commission agreed to award funding to all County commissions to bring them up to a minimum level of \$200,000. This action continues for a second year the Commission's commitment to ensuring a workable, minimum level of funding for all County Commissions.

#### Legislation

The Commission voted to support the following bills:

SB 179 (Alpert) – Establishes sustainability grants to Healthy Start Support Services.

SB 1352 (Alpert) – Extends sunset date to 2004 on Youth Pilot Programs

SB 2005 (Ortiz) – Requires a report to the legislature on the effectiveness and availability of pre-kindergarten and kindergarten readiness programs.

#### Four-County Regional Dental Summit

The Commission approved a \$20,000 grant for a four county regional dental health summit. This grant funds a one and one-half day regional planning event to address children's dental health issues in Lassen, Modoc, Plumas and Sierra counties. The goal of the summit is development of a coordinated, regional plan to address children's dental health issues in the four county area. The regional dental summit specifically addresses one of CCFC's strategic goals, Improved Child Health: Healthy Children.

#### Advisory Committee on Diversity

The Commission approved a process for appointing members to the Advisory Committee on Diversity, a schedule for appointing the members in August 2000, and a list of 19 nominees for appointment. The Commission will send a letter inviting the 19 nominees to become members of the Advisory Committee. Those that accept will be appointed and it is anticipated that the first meeting of the Advisory Committee will be convened in September 2000. Commission members Sandra Gutierrez and Margaret Fortune are co-chairs of the Advisory Committee and Barbara Marquez will staff the Committee.